

2003 - 2004

CITY OF GREATER DANDENONG



ANNUAL REPORT 2003 - 2004





>GREAT PLACE

- Dynamic and diverse city
- Recognised as 'Melbourne's 2nd City'
- Victoria's manufacturing heartland
- Home to 7,000 businesses
- 170 parks & reserves
- Home to Sandown International Raceway
- Multi-million dollar performing arts centre opening 2005
- Land area of 129.5 square kilometres



>GREAT PEOPLE

- 125,000 residents
- People from 151 nations
- Half our residents born overseas
- 70,000 people employed locally
- 150 local community groups and service clubs
- An active and committed volunteer community
- National women's basketball champion team



>GREAT SHOPS

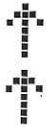
- A thriving and bustling Dandenong Market
- Modern shopping complexes at Dandenong & Keysborough
- Wide variety of fresh produce, seafood and meat
- Over 50 Asian restaurants & specialty supermarkets
- Extensive range of factory outlets
- Monthly Springvale craft market



>GREAT TIMES

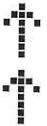
- Festivals held monthly
- Sandown Racing - cars, horses and greyhounds
- Scenic bike paths stretching from Jells Park to Carrum beach
- 200 active sports clubs
- Indoor & outdoor swimming pools
- Largest basketball stadium in the southern hemisphere
- Victoria's largest Lunar New Year festival





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OUR VISION

>A GREAT CITY IN WHICH TO LIVE AND WORK WITH GREAT PEOPLE FOR NEIGHBOURS AND FRIENDS WHERE:

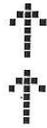
- People from all cultures and walks of life are welcomed and involved.
- All residents are proud of their city.
- Plans are in place for a dynamic sustainable future.
- Achievements are recognised and celebrated.
- Environmental, economic, social and civic well-being is a reality.

OUR MISSION

>TO ACHIEVE THE VISION FOR GREATER DANDENONG THROUGH EFFECTIVE LEADERSHIP, GOOD GOVERNANCE AND THE DELIVERY OF HIGH QUALITY SERVICES.

In achieving the mission the council will:

- Provide people focused customer services.
- Be responsive to local needs.
- Plan for a better future.
- Give strong expression to local identity.
- Be democratic, effective and efficient.
- Be highly accountable for its actions.
- Advocate in the interests of the whole community.
- Ensure the continued economic development of the city.
- Improve the health and well-being of the community.
- Improve the quality of the city's environment.
- Manage the city's assets in a sustainable manner.
- Provide a safe city.
- Work constructively towards common goals held with the Commonwealth and State Governments.
- Be both a good corporate citizen and a good employer.



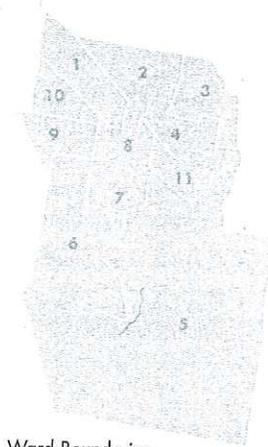
THE COUNCIL



The City of Greater Dandenong's 11 councillors are elected as representatives of all residents and ratepayers within the city. Their key responsibilities include:

- establishing the strategic direction of the city
- advocating a broad range of issues
- management of the community's assets
- ensuring the delivery of quality services
- providing fair and equitable representation of all constituents
- enforcement of local laws

Greater Dandenong Council was elected on 14 March, 2003 and will retire in November, 2005.



Ward Boundaries

- | | |
|---------------------|-----------------------|
| 1 Springvale North | 7 Keysborough |
| 2 Noble Park North | 8 Noble Park |
| 3 Dandenong North | 9 Springvale South |
| 4 Lyndale | 10 Springvale Central |
| 5 Dandenong | 11 Cleeland |
| 6 Keysborough South | |



>CLEELAND

Cr. Paul Donovan
Phone: 0408 251 926

Cr Paul Donovan joined the Greater Dandenong Council in 1977 because he wanted to improve his local area, secure some major projects for the city and ensure Greater Dandenong's growth continued.



>DANDENONG

Cr. David Kelly
Phone: 0417 307 455

A former mayor of the City of Dandenong and councillor for nine years, Cr Kelly was elected to the City of Greater Dandenong in 2003. Cr Kelly enjoys working for the good of the entire community as well as delivering facilities that residents can use and enjoy.



>DANDENONG NORTH

Cr. John Kelly
Phone: 0418 350 743

Cr Kelly has served as a councillor for more than nine years and is committed to ensuring the Greater Dandenong Council is open and transparent in its operations with increased community consultation in decision-making.



>KEYSBOROUGH

Cr. Roz Blades
Phone: 0417 053 612

Currently serving her fourth term on Council, Cr Blades has always been an active participant in community programs and her greatest passion is the people of the city, in particular children and community health.



>KEYSBOROUGH SOUTH

Cr. Peter Brown
Phone: 0408 138 939

Cr Brown was elected to the City of Greater Dandenong in 2003 following seven years as a councillor with the City of Springvale. He is motivated by a desire to improve the quality of life for residents in terms of care and management of the physical environment.



>LYNDALE

Cr. Angela Long
Phone: 0408 251 910

Elected to the City of Greater Dandenong in 1997, Cr Long has years of community involvement behind her. Cr Long continues to work with the community to achieve better outcomes for the city and is committed to future development.



>NOBLE PARK

Cr. Kevin Walsh
Mayor, March 2003-2004
Phone: 0438 800 034

Driven by a desire to serve his community, Cr Walsh was elected in 2000. His goal is to see the revitalisation of the Noble Park precinct within a vibrant Greater Dandenong as well urban renewal and maintaining value for money for ratepayers.



>NOBLE PARK NORTH

Cr. Maria Sampey
Phone: 0438 800 027

A perseverance to achieve positive results and the ability to listen to residents resulted in Cr Sampey joining the council in 2000. She is passionate about ensuring local parkland is retained and upgraded to be more user-friendly for families and youths.



>SPRINGVALE CENTRAL

Cr. Youhorn Chea
Phone: 0417 320 645

Cr Chea has been a councillor since 1997 and was mayor of the city in 2001-2002. He believes it is important for the council to maintain a strong focus on facilities for young people, job creation and increased community safety.



>SPRINGVALE NORTH

Cr. Naim Melhem
Phone: 0407 451 916

A councillor for the former City of Springvale, Cr Melhem has served as a councillor of Greater Dandenong since 1997 and was mayor during 1999-2000. He is the Council representative on the Mitcham-Frankston Freeway Committee and has an extensive history of involvement with local community organisations.



>SPRINGVALE SOUTH

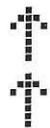
Cr. Clare O'Neil
Mayor, March 2004 - current
Phone: 0400 599 342

Cr O'Neil was elected to the Council in 2003 and became Mayor in March 2004. Having spent a considerable amount of time carrying out community work around the city, Cr O'Neil brings a deep passion for the city's vibrancy and growth to her role.

>COUNCILLOR'S OFFICE

Tel: 9239 5230
Fax: 9239 5369





MESSAGE FROM THE MAYOR

The City of Greater Dandenong can take great pride in our progress over the last year. The results detailed in our Annual Report demonstrate the great things we can achieve when we work in partnership. Whether it is between young people and older people, new residents and those who have lived here all their lives, business people and those they employ, council staff and councillors, or the council and residents, our community is good at working together and getting things done.



Major Projects

Council has demonstrated its commitment to our vision by initiating our biggest ever investment in community-owned infrastructure. Over \$34 million has been pledged to major projects such as the redevelopment of the Dandenong Town Hall into a 530-seat regional performing arts centre, the refurbishment of the Dandenong Produce Market and the upgrade of the Dandenong Basketball Stadium. Noble Park is set to benefit from a new Community Services Centre and Aged Care facility. Work began on Tatterson Park, which will ultimately be an exciting and innovative addition to council's existing public open space.

Economic

We built on Greater Dandenong's regional role of providing employment, business, transport and education infrastructure for Melbourne's south-east. The private sector joined us as a key partner in growing our city. Greater Dandenong is home to 7,500 businesses, many of whom are worldwide leaders in innovation and research. Together, they employ over 70,000 people. We implemented our Priority Paid system, which encourages quicker planning approvals and stronger business certainty for large developments. The council continued to consider and approve major developments within the Dandenong CBD. In total, building permits of \$330 million were approved this year. The strong uptake of industrial land in Dandenong South demonstrates continued confidence in our future as a manufacturing centre. Council continues to work closely with the State Government towards realising our shared vision of Dandenong as a Transit City.

Community

While infrastructure and commerce are key parts of our future as a city, what is most important to us in Greater Dandenong is people. This year the Greater Dandenong Health Plan 2003-2006 was launched and practical initiatives such as the Parkmore Community Walk and the formation of the Diabetes Support Group helped to build awareness about health issues and get the community involved in solutions. The Walking School bus program expanded with two new schools joining the program and existing schools increasing the size and frequency of their routes. The council developed a best practice model for primary care providers who deal with drug users, and our three Drug Action Committees saw the community take control over the impact of drugs on our local area.

Investment in local leadership became a key priority this year. The launch of the Youth Leadership program and the development of a Women's Community Leadership Network builds on the strong commitment to volunteering shown by so many of our residents. We invested \$1.4 million back into the community as part of Victoria's largest Community Grants scheme.

Environment

The relationship between council and our community is two-way and when residents told us that the environment should be given a higher priority we adopted environmental sustainability as one of our four key measures of success. Over the last year, major improvements have been made to council's practices. We invested in environmental education, particularly through our local schools, and a Greater Dandenong Environment Group was established. The council ran the Storm Water Project in partnership with local traders to build better awareness about sustainability. Through the year we planted over 20,000 seedlings. A Green Waste system was introduced to council's waste services, drastically reducing the amount of waste our city sends to landfill.

Transport

Our residents have identified public transport as the key challenge facing our city. As a result, council has advocated strongly with the State Government over the last year for a fairer share of Melbourne's public transport funding. The council released its Public Transport Strategy, which sets priorities and a framework for improving public transport in our city. Road infrastructure remains crucial to our city's economic future. Council continued to campaign strongly on behalf of residents and our business community for the construction of the Mitcham Frankston Project, including the Dandenong Southern By-pass.

Governance

Strong improvements were made over the last year to the manner in which Council makes decisions. Council meeting procedures were reformed, making meetings easier to understand and giving councillors a more deliberative role. This has resulted in an increase in attendance from the public. We continue to provide access to our meetings online, with quite extraordinary results. Several times throughout the year more than 1,000 people accessed our meetings online, including one meeting 'attended' by more than 3,000 online observers.

This is a great time to be Mayor in Greater Dandenong. The results in our annual report belong equally to council staff and councillors, to our residents and all of the partners who have helped to make our city a great place. I'm proud of what we have achieved, and I hope you are too.

Cr Clare O'Neil
Mayor





CEO'S OVERVIEW



The City of Greater Dandenong, positioned in a key strategic location within the south east region, is well poised to continue to play a significant role in the development of the Melbourne 2030 concept and the Transit Cities Model presented by the State Government.

The council has embraced this opportunity with vigour and has set about planning for the next few years. Over the last twelve months council has focussed on issues that are close to its residents and ratepayers hearts, particularly how they go about their everyday life and how council can improve aspects of life in the city.

It has been another busy year, with council successfully delivering on its commitments to the community. A total of 212 targets were identified for 2003-2004 in the Annual Plan. Of these targets 144 (68%) were achieved, of the 68 targets that were not fully achieved, a large number were substantially completed.

Highlights

There have been numerous achievements and challenges faced over the past financial year. In the area of services to older persons, youth, family and children there has been a significant improvement in the amount of volunteer hours. The total volunteer hours saw an increase of approximately 50%, from just over 15,000 to 22,000 hours. It is pleasing to see that volunteerism in this city is growing substantially as a demonstration of solidarity of community spirit and capacity building.

The council continues to face challenges from changing demographics and an ageing population. In recognising this, one of council's initiatives has involved the planning and development of a new 150 bed 'Ageing in Place' facility located in Buckley Street, Noble Park. Contracts were entered into during the year and planning will take place over the next twelve months, with the intention

to see the construction of a new aged care facility commencing in the 2006 calendar year.

To ensure that food premises and food vehicles provide consistently good quality food, the council inspected 3,355 food premises during the previous twelve months to protect community safety and maintain health standards.

Greater Dandenong is continuing to experience significant commercial and industrial development and this will further strengthen its economic position in Melbourne's south east. Economic growth has been and will continue to be a focus for the council and the attraction of long term investment in terms of residential and industrial properties is an ongoing objective for council. The council's target for the previous twelve months was to ensure that \$160 million was invested across the city. This target was not only achieved, but was in fact exceeded, with the amount invested being \$330 million. Demonstrating the strength of our economy and a growing confidence by the commercial investment sector that the city has a significant future and will play a key role in the growth of Melbourne.

Environmental issues are at the forefront of council's mind in many of its projects. The council continues to purchase 100% of its energy for street lighting using "green" electricity. Water usage is a prominent topic across the country, for the City of Greater Dandenong, there has been a significant focus on managing our water resources and reducing water usage across a range of

areas. To this end, council has reduced water usage by more than 125 megalitres over the last twelve months or the equivalent of 480 households annual usage.

Waste to landfill is also a key focus of council. During the past 12 months, council has been successful in achieving the target set for the reduction of waste to landfill by increasing the focus on recycling (specifically green waste recycling), conducting education programs and maintaining vigilance about waste minimisation across the organisation.

Surveys of the community during 2003-2004 have indicated that one of the areas that the community is concerned about is the appearance of public places. In addressing this, council has spent over half a million dollars on footpath maintenance to improve pedestrian conditions. Also an increased emphasis on tree planting, tree pruning and parks mowing and a focus on street sweeping have all combined to produce an increase in community satisfaction with the appearance of public places.

The results from the Annual Community Survey show an increase in satisfaction in terms of appearance of public places from 64 to 69 (an increase of 5%). In the area of Waste management there was an increase from 74% to 82%, a significant increase of 8% in community satisfaction with waste management services provided within the city.

Financial Performance

The council achieved an operating surplus of just under \$15 million for 2003-2004. This is an improvement on the previous year of just over \$21 million, as last years deficit position was \$6.5 million. It should be noted however that the surplus has been substantially created through contributions from new development, both in the form of cash and infrastructure assets. The total amount of those contributions is close to \$14 million. Therefore the underlying surplus position for the council in comparative terms is around \$1 million, or an improvement of about \$7 million on the previous year.

Cash held at year-end was \$4.5 million, a significant improvement on the previous twelve-month report of close to \$5 million. The council has been consistently working to establish an increasingly sustainable and sound financial position and is currently in a healthy financial position that will allow the council to undertake a range of significant capital projects in the future.

The council's Five Year Financial Plan is structured to ensure that services to the community are maintained

at least to the standard that they are now, whilst giving it the capacity and flexibility to create infrastructure improvements that assist in enhancing the lifestyle of the community.

Future Challenges

The City of Greater Dandenong has and will continue to be of economic significance to the State of Victoria. The recent expansion of the urban growth boundary and the identification of additional industrial land establishes clear direction and challenges for the council to ensure that any future development adds both jobs and prosperity to the community.

During the next twelve months, projects such as the Dandenong Town Hall, the Noble Park Community Services Centre, councils new operations centre at Greaves Reserve in Bennett Street, the redevelopment of the Dandenong Market and the development of the Saleyards site will either be completed or commenced. These capital projects benchmark this period as one of the most significant in terms of development of the city since its inception in 1994.

The planning and building of great community assets can only be achieved through a co-operative teamwork approach between the councillors, the community and the staff. The successes of the past and even greater successes of the future can only be effectively achieved from a continuation and strengthening of that partnership. This will be one of the focuses of the council over the coming years.

On behalf of the management team, I would like to take this opportunity to thank the councillors, staff and all of those members of the community who have assisted us in achieving the results of the last twelve months. The council is well placed for achieving long-term sustainability and prosperity for the city. I look forward with excitement to the possibilities and realities of what we can achieve in the next twelve months and beyond.

Carl Wulff
Chief Executive Officer

